

# AMSOIL Retail Account Co-op Credit Order Form

To order sales brochures, application guides, clothing or other sales aids using credits earned from the AMSOIL Cooperative Advertising Plan for retailers.

**INSTRUCTIONS - (FILL OUT COMPLETELY. PLEASE PRINT.)**

1. Mail original copy with remittance to AMSOIL INC., Co-op Order Dept., Superior, WI 54880.
2. Printed coupons must be attached and mailed with order form.
3. Orders that are paid by credit card, with approved credit or by co-op credits may be faxed to 715-392-5225.
4. Orders paid with check must be mailed to above address.
5. Only coupons and co-op advertising credits earned by the ordering Retail Account may be redeemed.

<p><b>ORDERING RETAIL ACCOUNT</b></p> <p>Order Date _____</p> <p>Account Name _____</p> <p>Account Number _____</p> <p>Phone Number _____</p>	<p><b>SHIP TO</b></p> <p>Name _____</p> <p>Address _____</p> <p>City _____</p> <p>State _____ Zip _____</p>
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Stock Number	Quantity	Description	Weight	Price	Extended Price

**TOTALS**

**CREDIT CARD INFORMATION**

\_\_\_\_\_ MC \_\_\_\_\_ VISA \_\_\_\_\_ DISCOVER

ACCT. NO. \_\_\_\_\_

EXPIR. DATE \_\_\_\_\_

**CARD HOLDER'S**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ St. \_\_\_\_\_

Zip \_\_\_\_\_

<b>FREIGHT CHARGES</b> Compute/per current retail on-the-shelf price list (Note: most items are shipped freight free)		
<b>SUB TOTAL</b>		
<b>SALES TAX</b> Compute/per current retail on-the-shelf price list		
<b>GRAND TOTAL</b>		
<COUPONS AND/OR CO-OP CREDITS>	<	>
<b>AMOUNT DUE WITH ORDER</b>		

# AMSOIL Cooperative Advertising Plan for Retailers

## HOW IT WORKS

The AMSOIL Cooperative Advertising Plan for Retailers allows retail account holders to receive a percentage in credit toward costs of qualified advertising, as well as literature and promotional items. Beginning at 3 percent, the credit increases to a maximum of 5 percent with increases in the amount of product purchased in a year.

- Accounts that purchase \$0-\$7,499 of AMSOIL products annually are eligible for 3 percent credit.
- Accounts that purchase \$7,500-\$24,999 of AMSOIL products annually earn 4 percent credit.
- Accounts that purchase \$25,000 or more of AMSOIL products annually earn 5 percent credit.

## QUALIFIED ADVERTISING

With appropriate documentation, an account's credits may be applied to the price of newspaper, magazine, Yellow Pages, television and radio advertising. Some special event advertising is eligible with advance approval from AMSOIL.

Retailers have 70 days from the time the ad is placed to submit documentation for credit.

Retailers may create their own original ads. AMSOIL has product line art and logos available in the G-1003, *AMSOIL Line Art Book*. Original copy must not distort or exaggerate product performance and must be preapproved by the company. AMSOIL also has prepared ads available in the G-1011, *Advertising Layouts Book*.

To be eligible to receive co-op credit, retailers cannot advertise prices more than 15 percent below AMSOIL suggested retail price.

Advertising credit under this plan is only for ads, or that portion of an ad, featuring AMSOIL products. This plan applies only to advertising space or time. Ad agency fees, commission or talent fees are not eligible.

Co-op Advertising claims should be sent to: AMSOIL INC., Sales Promotion Department, AMSOIL Bldg., Superior, WI 54880.

## Newspapers, Shoppers and Magazines

Newspapers, shoppers and magazines require two and, in some cases, three items for documentation: (1) a copy of the paid invoice showing the dates the ad ran; (2) a full-page dateline tearsheet, the actual complete page, on which the ad ran; (3) a specific breakdown, from the newspaper, of the portion of an ad's cost that is for AMSOIL products when that ad includes products other than AMSOIL. (This generally is a large newspaper advertisement that includes products for several companies.)

## Radio and Television

Radio and television ad claims require a copy of the paid station invoice, the script, and a notarized affidavit of performance. Broadcasters typically supply this verification that a commercial message actually aired.

## Yellow Pages

Yellow Pages ad claims require a copy of the paid Yellow Pages invoice and a copy of the ad.

## LITERATURE AND PROMOTIONAL ITEMS

AMSOIL INC. offers a wide variety of literature and promotional items, including brochures, data bulletins, posters, signage and clothing. Refer to the *Literature and Promotional Items for Retailers Catalog* (G-1744) or ask your AMSOIL Servicing Dealer for assistance in selecting the appropriate items for your retail setting.

To apply credits to literature and promotional items, fill out and mail or fax the Credit Order Form on the reverse side, along with your account number. The order form allows you to apply a specific amount of the order to credits and submit credit card information or a check for the balance of the order.



*The First in Synthetics*®